

**TO:** Distribution  
**FROM:** Shelby Rafferty / Michelle Anton  
**SUBJECT:** Florida Expansion Meeting Recap - 2/7

**DATE:** February 7, 1997

**I. Attendees:**

Fauzia Arif	Pat Piscitelli
Michelle Anton	Genine Regante
Christine Conway	Barbara Reuter
Ron Fernandez	Lauren Steen
Barbara Floener	Kenya Sanders
Shelby Rafferty	Dee Smith
Patrick Marrinan	Shari Teitelbaum
Kelly McKlusky	Vicky Wall
Sue Michas	
Nancy Pilotti	

**II. Agreements/Discussion:**

**FSF Communication / Sell-In Meeting:**

- Brand will attend Section 24 Management meeting on March 4,5,6. This will enable early communication of expansion goals to District managers, Unit managers, SAMs and SOMs and ensure time for chain account sell-in.
- Brand will consider attending Unit meetings during the last week of March.
- Meeting specifics and schedule to be discussed in conference call with management meeting planning committee.

**Merchandising:**

- Team discussed most effective POS for expansion markets. Agreed upon temporary POS items include:
  - Starbursts
  - Danglers
  - Small Posters
  - 20-pack gravity feed
  - OPM Talker
  - Pack/Carton Fixture Talker
  - Pennant Ropes
  - Retail reorder reminders
  - Wholesale reorder reminders
  - B-strips (6-wide and 9-wide)
  - B-headers (metallic and 3-D)

Temporary POS items still in question:

- Old B-rack strips
- Old B-rack headers
- Old B-rack side panels
- Matches and Caddy

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Permanent POS items agreed upon include:

- Polar Motion clocks
- Change mats
- Metal sign
- Open/close door
- Register open/close
- Small clock
- new pricers
- Kitting and additional items to be discussed with FSF.

Retail Promotion (June B1G1F w/Hologram Pack):

- Sell Sheet line art for June planner approved.
- Promotion will include a 30-deal display with 10 back-up deals, a poster and a dangler.
- Sleeve Art & Keylines have been provided to NY packaging.
- Poster and dangler Art & Keylines have been provided to Madden.
- Gravity Feed Art & Keyline will be provided to Madden shortly.
- Deal quantities reconfirmed at 78,680 Blue Kings Box deals.
- First product delivery date confirmed as 4/28.
- Decision made not to use 1-deal display for June promotion.

Distribution Goals:

- Two ways to research distribution goals were discussed.
  1. Look at past brands that have added market support where they were already in distribution. This has proved difficult.
  2. Look at distribution of other 1-share brands in each market.
- S. Michas suggested asking sales to provide what they believe would be appropriate distribution goals.
- Distribution goals will be discussed on conference call with Section 24 management meeting planning committee.

Target Markets:

- L. Steen handed out rankings of targets by zip code within markets. In an effort to address comments that in expansion markets many consumers do not purchase where they live, the rankings are based 50% on Parliament share and 50% on Parliament potential index. The rankings will be further discussed.

Advertising/Media:

- Agency & Brand will be reviewing creative for March weeklies and April OOH.
- Y&R to use zip-code information when riding the boards next week. Y&R to coordinate with Dick Mudd or Patty Egan to arrange for FSF to ride the boards.

Events:

- Florida Party Zone kicks off in early May
- Team discussed feasibility of using Hologram packs for Florida Party Zone.

**Miscellaneous:**

- Meeting schedule may be changed to accommodate trips to Florida to meet with Sales team members. Additional information to follow.

**III. Next Steps:**

• Conference call about FSF communications 2/11	Brand/S. Michas/Sales
• Determine new meeting schedule	Brand/Sales
• Provide temporary merchandising POS items to Y&R	M. Anton
• Present temporary merchandising POS creative to Brand	Y&R
• Determine quantities of permanent POS available	K. Sanders
• Revised 20-pack temporary POS display	B. Floener
• Provide retail gravity feed art & keyline to Madden	M. Anton
• Arrange for TSM to ride boards with Y&R	L. Steen
• Provide quantities for Party Zone Hologram Packs	GMR/M. Anton

**IV. Key Discussion Points for February 6 Meeting:**

- Distribution Goals
- Meeting Schedule -- with regard to FSF attendance
- POS merchandising agreement
- Sales communications agreement

**V. Next Meeting:**

**Thursday, February 13, 9:30 - 11:00 am, Conference Room 8A1&A2.**  
Breakfast will be provided.

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